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Hillock Roses

January, 1937

NELLIE E. HILLOCK.

(Plant Patent No 185).

The characteristics of the rose Nellie E. Hillock, aside from color, are primarily the characteristics of the well-known Golden Dawn, plus certain virtues.

The bush is the vigorous, compact bush of the Golden Dawn, plus an added ability to throw long, strong stems from high in the plant, with added productiveness.

The majestic blossom is of the Golden Dawn type, deep rose pink on the reverse, pearl pink to silver pink on the inside of the petals, on a gold base. Both inner and outer colors are enhanced by a shell-like brilliancy.

The blossom carries an increased petalage (sixty) and opens slowly, having perfect form at every stage of development. It opens well in all weathers, is markedly longlasting either on the bush or as a cutflower, and carries strong tea fragrance.

The foliage is the distinctive, disease-resistant foliage of the Golden Dawn, carried in even greater volume. The great vigor of the variety and its extremely wide climatic adaptability doubtless spring from its effective, distinctive, disease-resistant foliage.

Few roses are superlative from the standpoint of both bush and blossom. Nellie E. Hillock is such a rose.

Price, One Dollar per plant : Ten plants for Nine Dollars : Delivery Charges Prepaid. (Within the United States).

*** Before being placed in commerce the rose Nellie E. Hillock was subjected to a two year test in all climatic sections of the United States. In order that the results might be final, the numerous tests were conducted by amateur rosarians in their own gardens, using only their accustomed methods.

Under such conditions and in such manner the rose proved its great worth from the standpoint of each of the three important factors that constitute rose greatness - bush, blossom, and climatic adaptability - proved itself, in fact, a Master Rose.

During the summer of 1936, the rose was under test in twenty nine States, embracing all climatic sections of the United States. Over a long period conditions of unprecedented severity held sway in many of these States. Under those trying conditions the rose proved its metal and its merit; proved its ability to withstand grievous conditions long continued and to maintain itself in such high vigor as to be able to return quickly to high productivity; proved itself to be a superlative plant that produces a superlative blossom that bows to no rose upon the earth.

BLACK KNIGHT.

(Plant Patent No. 159).

The intensity of coloration of the rose Black Knight is directly dependent upon night temperatures. When the blossom opens after hot nights, the rose is very deep crimson. When the nights are pleasant, the rose becomes crimson-maroon. When the nights are cool, the color deepens to garnet-maroon, almost black.

Under all temperatures the texture of the petals is extremely velvety.

The bush is compact and cylindrical. It is much given to breaking at the base, producing its marvelously colored blossoms upon long, strong stems. It is vigorous and productive - in the warmer regions few varieties can approach the productivity of this variety when established.

The blossom averages thirty five petals. It is markedly long lasting either on the bush or as a cutflower. Its perfume, carried in great volume, is of rare quality.

Price, One Dollar per plant : Ten plants for Nine Dollars : Delivery Charges Prepaid (Within the United States).

*** The rose Black Knight was under observation and test in our field over an extended period before the rose Nellie E. Hillock was born. Even after the latter rose had proved its merit and value, Black Knight remained a question mark in our minds.

Our questioning attitude towards the rose did not arise from its performance in our fields. Year after year, in ever increasing numbers in the field, its stunning beauty and commendable performance incited the acclaim of our many visitors.

The rub came in its parentage. Its color is a heritage from Chateau de Clos Vougeot, a marvelously beautiful rose that is much given to sprawling - a near weakling. Only creditable performance under widespread test could rid our minds of the fear that the parent had transmitted its weakness, in part, to the offspring. Even when, after a two-year test, the rose was granted an award at the International Test Garden at Portland, Oregon, we were not fully satisfied in our own minds concerning its merits.

We are now ready to state bluntly that Black Knight is a rose of real merit as well as great beauty.

The unprecedented severities of the past summer told the story. Up through that great section where Nature laid a heavy hand upon all things that live, Black Knight stood fast. When many other varieties had gone to sleep, even when many others had passed the way of all flesh, Black Knight, to the wonder of all, continued to produce its blossoms of intense appeal for the beautification of house and garden. It is a ROSE.

IRELAND HAMPTON.

(Plant Patent No. 194).

The rose Ireland Hampton is an orange-pink hybrid-Pernetiana of the Herriott strain, though far removed from that illustrious progenitor.

The bush and foliage bear no resemblance to the bush and foliage of Mme. Edouard Herriott. The bush, of upright habit, is sturdy, vigorous and productive. The effective foliage is disease-resistant far beyond the foliage of the usual variety of that brilliant strain. The wood, strange to relate, is as hard as the wood of the average hybrid-Tea, thanks to that effective foliage.

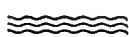
The stems are long and the blossom is well held. The petalage varies, averaging about thirty petals. The bud is long. The blossom is long lasting, carrying a delightful fruity fragrance. The blossom is habitually cupped, though at rare intervals the petals quill, as with a cactus-dahlia.

The color is the flame-pink of Herriott heavily suffused with gold and orange.

Price, One Dollar per plant : Ten plants for Nine Dollars : Delivery Charges prepaid (Within the United States).

*** The rose Ireland Hampton has been tested over a two and three-year period in all climatic sections of the United States. It has demonstrated real worth as well as great beauty. In some sections we find it compared to Mari Dot and Rosella Sweet. In others, notably the Pacific Northwest, we find it compared to Countess Vandal. In others, to Mme. Edouard Herriott. In all instances it appears from the reports that the rose Ireland Hampton does not suffer from the comparison. Its tincture of Pernetiana blood naturally makes it most valuable in the less humid sections.

Ireland Hampton is one of those uplifting roses that one goes forth to see before breakfast for the good of his soul. From the standpoint of bush and foliage, the variety is commendable. The blossom, viewed on dewy morn, is a vibrant thing bespeaking the glory of the Creator when the world was young and untarnished.



GLORIANA

(To Be Patented)

The rose Gloriana, a yellow seedling of Condesa de Sastago, constitutes a new departure in yellows. Its amazing values lie within the exact ranges where yellow roses have habitually known but weakness. It is available in but limited numbers.

The blossom is shaped like a gardenia, or a camellia. When snipped by the neck and floated in a bowl, it becomes, in effect, a marvelously beautiful water lilly. Its brilliant yellow color is held with amazing tenacity. When the nights

become frosty, cerise traceries and shadings add glamour to the rose. The blossom is longlasting and is extremely effective either as a garden decorative or as a cut flower. Strangely, it carries strong tea fragrance.

While under test and observation in the field and in sundry scattered gardens, destructive late freezes demonstrated the fact that the upright, vigorous bush of Gloriana is abnormally resistant to the ravages of King Winter. Of equal importance, the severe heat waves of the last two droughty summers in the Southwest brought to light the fact that the blossom of Gloriana is appreciably more highly resistant to destruction by heat than any and all red and pink roses that we have ever seen. At several times we have seen every pink and red blossom in the field burned to a crisp. Gloriana, standing hard by, also in bloom, showed no trace of burning.

Yellow roses, from the standpoint of both bush and blossom, have habitually been tender. Gloriana, from both standpoints, is as tough as an old boot. Yet beautiful no end.

Price, One Dollar per plant : Ten plants for Nine Dollars : Delivery Charges Prepaid. (Within the United States).

*** After having been observed in the field over an extended period, the rose Gloriana was sent out one year ago for test. The plants went to widely scattered localities. But the rose was new and available plants existed in but limited numbers. It also happened that most of the plants available were but one year old plants.

We took it that the results during the past summer would provide grounds for but a provisional opinion concerning the merits and values of the rose in various climatic sections. Therefore last autumn an appreciable number of two year old plants of Gloriana were set aside to be sent out for additional test of the variety. Such plants as remained available for sale were quickly taken on advance orders by rose lovers who had had opportunity to observe the performance of the variety under stress.

Then Winter struck, roses went to sleep, and the reports came in. We faced them with a bit of temerity — many of those one year old plants had faced torrid conditions throughout a long, long summer.

Those reports sang a sweet lullaby of vigor and value, of beauty and appeal, in a chorus of unending approbation. So, basking in the glow of those reports, we decided that no additional plants need be sent out for test. The plants that had been set aside for that purpose thus became available for dissemination. The rose is returned to the list until that limited supply of two year old plants is exhausted.

We sometimes send out one year old plants of our own varieties for test. We sell only two year old plants.

Combinations

The quoted price "Ten plants for Nine Dollars" is applicable to any desired combination of the foregoing Hillock roses. Prices as quoted will be maintained through winter of 1937-38.

Plants

The name Hillock has long been synonymous with plant quality. As propagators of roses from the four corners of the earth, we long and persistently strove for high quality rather than low prices. That course will be maintained with our own originations. Only carefully grown and carefully selected two-year-old field-grown plants will be delivered.

Soil for Roses

Experience apparently justifies the assertion that in the cooler regions roses prefer a heavy type of soil.

Experience also apparently justifies the assertion that as one passes from cold to heat, increased temperatures call for a corresponding decrease in the clay content of the soil. In the Southwest roses unquestionably prefer a good sandy loam.

It appears to be in great part a question of soil aeration — the higher the temperature, the greater the degree of aeration that is required.

Roses may be caused to prosper in heavy soils in the warmer regions through careful and persistent cultivation, thus providing the required soil aeration. The task is, however, accomplished more easily in a sandy loam. But, —in any type of soil — roses respond quickly to cultivation.

In all situations roses prefer a heavy subsoil. Red clay is preferable. One foot of good top soil over red clay is ideal.

Roses prefer a slightly acid soil. In a broad sense, the soils of the prairies are habitually more or less alkaline, while the soils of those areas that were not long since covered with forest growth are habitually more or less acid. As with all generalities, individual instances arise to the contrary.

In preparing a rose bed, other conditions being equal, it is wise to use loam from a wooded area — with the leaves carefully removed.

Planting A Rose

For longevity of a rose plant it is required that adequate rootage exist within the aerated portions of the soil. Rose varieties able to produce adequate rootage of their own often correct a situation arising from being planted too deeply by putting out their own root systems at a higher level. It so happens, however, that many of the finer varieties of roses are unable to produce adequate rootage of their own and for their prosperity shallow planting is a fixed requirement.

In planting a rose, dig a large hole — the larger the better. It need not be of great depth. In the center of the hole build a cone of soil high enough to reach the normal level of the bed.

Set the plant on the cone with the roots striking obliquely downward along the sides of the cone. Partly fill the hole, covering the roots. Press the soil down with the foot, seeking to restore the normal consistency of the soil. Beware of air-pockets.

Fill the hole to bed-level and again firm with the foot. The resulting depression should be filled with loose soil and should not be firmed.

The firming of the soil will usually carry the plant downward an inch or two and leave the bud at the surface, presupposing that the plant has been properly grown upon a shank of but one or two inches. If the plant is found to be planted too deeply, the plant should be raised.

In the colder regions authorities seem to agree that the bud should be slightly below the surface. In the warmer regions the bud should be at the surface.

In winter planting, no water should be used if the soil is as moist as one would desire for garden planting. Otherwise, water sparingly. Excess moisture prevents root growth.

For winter protection and to prevent evaporation, soil should be heaped around the plant to a height almost sufficient to cover the plant completely. This soil should be removed in the spring in hoeing the plant.

A transplanted rose plant should receive no direct fertilization during the first year after transplanting nor at the time of planting. It is wise to give them soil of sufficient fertility to carry them through the first year in an entirely normal manner. In the more humid sections well rotted cow manure may be placed at a distance from the plant where the roots of the plant may reach it not at their own wish and will. In the drought sections, however, such action is often fatal.

Roses should be planted so close together as to shade the ground. This is most easily accomplished by planting in narrow beds—thirty-six to forty-two inches wide—planting in twenty or twenty-four inch squares with an additional plant in the center of the square.

Paths should be left between such beds for air passage and for human convenience. If it is desired that the cost of the bed be lessened, widen the paths, but do not increase the distance between the plants. Shading the ground makes strongly for an adequate volume of foliage.

The First Year After Transplanting

An appreciable portion of the human race has long known that the defoliation of field crops through adverse circumstance spells disaster. Likewise with fruits. With many other types of plants.

Yet, strangely, the advice is often given—and accepted—that roses must be "cut hard" to make them bloom. Which being translated means that roses

should prosper through defoliation. The supposition is fallacious. Terrible no end. The truth lies in the diametrically opposite direction.

Rose plants without adequate foliage starve to death. Roses prosper in direct ratio to their volume of foliage—it is the law of jungle and garden.

The restoration of a vigorous root system during the first year after transplanting is directly dependent upon adequate foliage upon the plant and should be the primary object and consideration. If through removing flower stems all new growth is removed from a recently transplanted plant, the plant is without adequate foliage to secure and digest the food required for its restoration to full vigor.

It is thus of vital importance that the first flower stems produced by a recently transplanted plant be left on the plant that their foliage may feed the plant.

Each year the heat of August sees the passing of many feeble rose plants that knew great vigor before transplanting, rose plants persistently kept feeble by want of food resulting from unwise removal of their foliage as rapidly as produced. Permitting a transplanted rose plant to retain all new growth and foliage until mid-season is amazingly productive of plant vigor that will pay dividends for years to come.

The age-old myth that newly transplanted rose plants should not be permitted to bloom should be disregarded. We respectfully request that all plants that go out from our field be permitted to bloom according to their pleasure.

Cutting Thereafter

Blossoms should be removed from rose plants only when adequate foliage will remain after the removal. It is a wise policy to leave one half of the blossoms produced upon the plant for plant prosperity. The resultant vigor and productivity will result in a far larger number of blossoms to cut if one half be left. A productive rose plant devoid of foliage would be a miracle.

A Year Hence

A year hence the production of the marvelous Gloriana will have been increased ten fold.

Black Knight, Ireland Hampton, and Nellie E. Hillock will have been carried forward, one hundred twenty-five thousand plants were budded to the latter variety during the past summer.

Dream Parade (also to be patented) will be available for meager dissemination, some four or five thousand plants.

A stupendous thrill awaits the rose world in Dream Parade. In the spring-time—amber. In heat—the delicate but vivid pink to be found on the inside of a seashell. In late autumn—burnt-orange. And in between, combinations and shad-

ings of those colors—colors tenaciously held in the open blossom. A companion rose to Gloriana, another seedling of Condesa de Sastago, with vigorous, upright growth, and amazing resistance to petal-destruction by heat. Stunning beauty combined with great worth.

Other un-named varieties of proven merit will have been carried forward against the day of introduction—notably certain varieties resulting from a cross of Nellie E. Hillock by Golden Dawn.

An Invitation

It appears that the great Fair at Dallas and the famous Centennial Celebration at Fort Worth will be carried forward through another summer. In that event many lovers of the rose will doubtless be in attendance.

Our home station, at Arlington, is located midway between those cities upon the wide thoroughfare that joins them. All varieties above-mentioned will be standing in the field at Arlington. We would be delighted for you to see them.

Plant Patents

All Hillock roses have been or will be patented, the Patent Bureau granting. The roses above-mentioned are but the first of a line of Hillock roses already in existence and undergoing multiplication preparatory to introduction after extended and widespread test.

Plant origination has seldom proved profitable upon this continent, quick loss of control by the originator having prevented recovery of the primary costs of such origination, with profit. The Plant Patent Act, so called, was passed upon the theory that more extended control by the originator would stimulate plant origination to the ultimate benefit of the public.

We will profit directly from patent protection granted to us in the name of the public. It would appear that the public should profit directly also. New roses of real merit now appearing in our hands with continuing regularity, not only offer to us direct profit through patent protection, but also offer the possibility, and feasibility, of a business unique in rose annals—a business devoted to the origination, propagation and dissemination of our own varieties and of them alone. A business so ordered does not exist upon the earth. We are moving directly towards such consummation, and rapidly.

We believe that the public should also profit directly from patent protection granted in its name. Therefore, instead of the more advanced prices at which new rose varieties are habitually introduced, Hillock roses will be introduced henceforth at One Dollar per plant, unless, and until, experience proves such introductory price impossible and inadequate.